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ORIGINAL

RECEIVED JUN 16 1980

June 13, 1980

BY HAND

Mary Lou Burg, Chairman  
Copyright Royalty Tribunal  
1111 20th Street  
Washington, D.C. 20036

Re: Copyright Royalty Tribunal Proceeding  
CRT 79-1

Dear Ms. Burg:

Enclosed is a copy of a letter which I received this afternoon from David Harkness of the A.C. Nielsen Company. In this letter, Mr. Harkness describes the several procedures Nielsen employed to recheck the data included in the audience viewing reports which it prepared on behalf of the Joint Sports Claimants.

With respect to the 24 station report filed with the Tribunal on March 24, 1980, Nielsen has corrected the errors which its revalidation procedure disclosed. And it has issued a corrected version of the report, a copy of which is enclosed. As Mr. Harkness noted, these corrections have not altered the bottom line audience figures for the four cycle average on all 24 stations.

We have requested Kalba Bowen Associates, Inc., to review the various exhibits which they prepared for the Tribunal in light of Nielsen's revised report to determine whether any changes in their exhibits are necessary. We will advise you of the results of Kalba Bowen's review promptly upon its completion.

ARNOLD & PORTER

Mary Lou Burg, Chairman  
June 13, 1980  
Page Two

As you can also see from Mr. Harkness' letter, there are no changes whatsoever in the viewing reports for the educational stations introduced as JSC Exhibit Nos. 4 and 5.

We appreciate the opportunity that the Tribunal has afforded us to clarify this matter.

Very truly yours,

*David H. Lloyd* *hjl*  
David H. Lloyd

Enclosures

cc (w/encls.): Counsel on Attached List

ATTACHMENT

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June 12, 1980

Mr. David H. Lloyd  
Arnold & Porter  
1229 Nineteenth St., N.W.  
Washington, D.C. 20036

Dear David:

As we discussed on the phone, I am sending you a description of the various procedures which have been used to check the reports which A.C. Nielsen has produced for your clients. These reports were used in connection with the proceedings at the Cable Copyright Tribunal.

On May 28, we were advised of a discrepancy in the report data for the station WNJU. After checking the data vs. the May 1978 Viewers in Profile report (VIP) for that station, we confirmed that the questioned data was illogical. The May 1978 VIP showed that 100% of WNJU's audience was located within the local DMA. Therefore, the amount of viewing reported for WNJU outside the local DMA did not appear to be correct.

A.C. Nielsen immediately notified its production staff of the discrepancy. The Special Analysis department which produced the report, then worked through the other station data and did comparisons of the audience distribution in the VIP report with the data in the reports. A complete routine was developed to evaluate all of the audience projections for each program listed on the detail tabulations for each station, for each measurement period. For this evaluation we took the Program Average Audience tapes which were used to produce the original report and computed the difference between the DMA household projections and the station total projections. This difference was compared to the outside cable household projections in the detail tabulations. This comparison identified any projections that were illogical.

Nielsen's methods department then investigated the software used to produce the report. After a thorough investigation, A.C. Nielsen identified the problem in one computer routine. This routine properly processed any station with one or more quarter hours of viewing in each of the measurement weeks. The problem occurred for any station with viewing in less than all weeks, i.e., one or more weeks with some viewing plus one or more weeks with absolutely no viewing. This problem was corrected and the entire report was reproduced. The information has been thoroughly inspected using the following procedures.

- A. Nielsen verified the selection of households used to produce the report by comparing the home-by-home viewing tabulations for the Nielsen Viewers in Profile report (local market viewing reports) and, household viewing information used in the study for a selected number of stations. This was done to ensure that only cable households outside the Designated Market Area (DMA) were selected.
- B. Nielsen verified the household audience projections for cable households outside the local DMA. These are the same numbers which appear on the detailed program tabulations. The verification was done by manually computing from home-by-home viewing information, the average quarter-hour data for one program per station, per measurement period.
- C. Nielsen verified the routines used to produce the report data by manually computing report numbers from the program detail tabulations. All of the programs for all of the stations in the July report were correctly weighted and summarized by program type. These results were then used to calculate the percentages as reported in the final report. In addition, selected stations were checked in the same manner for other measurement cycles.
- D. Nielsen compared the average quarter hour household information by program for the reissued data to the previously issued data. Every program for every station and every measurement period was compared in this manner. Any changes in data were verified.

After performing these procedures, there have been no changes whatsoever in the data for the 2 educational stations. The four cycle average data for the 24 stations shows changes in the data for stations KMEX, WNJU, and KTXL. The number of quarter hours of programming in the movies and syndicated program category has increased by 16 quarter hours due to the re-coding of one program. However, the bottom line audience figures for the four cycle average page show no changes.

Attached with this letter you will find the final reports for the reprocessed information.

Cordially,



David H. Harkness  
Nielsen HomeVideo Index  
Marketing Manager

DHH:pm  
Attachments

NIELSEN STATION INDEX  
SPECIAL STUDY  
FOR  
KALBA BOWEN  
COMPARATIVE VIEWING OF QUALIFYING PROGRAMMING  
25 SIGNALS 1978  
FOR  
SPORTS PROGRAMS  
MOVIE & SYNDICATED PROGRAMS  
LOCAL ORIGINATION PROGRAMS  
REISSUED

Nielsen has not applied for BRC accreditation for this Special Analysis.

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A.C. NIELSEN COMPARATIVE VIEWING STUDY

DESCRIPTION

The purpose of this study is to determine the percentage of total programming hours and percentage of total viewing hours to 25 distant imported signals by program type in cable households outside the local DMA.

STUDY METHODOLOGY

- A. Sample Source: The sample consists of all in-tab cable households viewing each of 25 signals outside that signal's local DMA.

The following list of stations was provided by Kalba Bowen Associates from a random list of stations.

KBHK	KTXL	WPIX
KHJ	KWEX	WRET
KMEX	WGN	WSBK
KMUV*	WKBS	WTAF
KSTW	WNEW	WTCG**
KTLA	WNJU	WTOG
KTTV	WOR	WTTV
KTVT	WPHL	WUAB
KTVU		

\*KMUV was excluded from this report because the station did not meet reportability standards in the standard Nielsen Station Index Analyses for the measurement periods covering this report.

\*\*Station call letters were changed in 1979 to WTBS.

- B. Sample Design: The viewing information is provided by the NSI data base. The information was gathered by standard NSI methods. Consult the 1978-79 NSI Reference Supplement for the sample design used for the NSI sample.

A.C. NIELSEN COMPANY

DATA COLLECTION

The data collection methodology used to produce this report is the same methodology used to collect information for the Nielsen Station Index (NSI) measurement. For further explanation, consult the 1978-79 NSI Reference Supplement.

SURVEY DATES

The in-tab diaries are from the February, May, July and November, 1978, all-market measurement periods.

CODING

The program titles for the 25 signals were coded into 3 categories These were:

1. Sports Programs.
2. Movies and Syndicated Programs.
3. Local Origination Programming.

Network programming is excluded from the report.

A.C. NIELSEN COMPANY

COMPUTATIONAL INFORMATION

Nielsen generated the average quarter-hour households by program type for viewing on cable outside the local DMA. This information was then weighted by the number of quarter-hours programmed and divided by the total sum of the weighted households to provide the percentage of viewing on cable outside the local DMA by program type. A definition of the data reported including computations follows:

1. Quarter-Hours Programmed
  - a. # - The total number of quarter-hours telecast for all programs in this type across the four weeks.
  - b. % - The total number of quarter-hours by program type (a. above) divided by the total number of quarter-hours telecast for all program types.
2. Viewing
  - a. AVG HH (000) - The average quarter-hour cable households outside the local DMA viewing a program on a given day as would be reported in the Program Audience Average Section of the NSI VIP (refer to the Reference Supplement for the computational procedures used for the PAA Section of the VIP Report) weighted by the number of quarter-hours the program was telecast and summed to program type level.
  - b. % - The summed weighted average quarter-hour cable households by program type (a. above) divided by the summed weighted average quarter-hour cable households for all program types.

LIMITATIONS

Any limitations upon the use of this reported data are based upon the sampling error and limitations for the Standard NSI VIP data. Inclusion of stations in this report was based on the list of stations provided by Kalba Bowen. In addition, the station must have met minimum reporting standards in the NSI Viewers In Profile Analysis for the specified measurement dates.

A.C. NIELSEN COMPANY

This study is furnished for the use of Major League Baseball and by Kalba Bowen Associates on behalf of the "Joint Sports Claimants" (Major League Baseball, the National Basketball Association, National Hockey League and North American Soccer League) in connection with an administrative proceeding before the Copyright Royalty Tribunal. Nielsen's prior written approval is required for publication of estimates from this study in advertising, promotion or press releases, or in any publication of any kind. Such approval may be withheld unless the quotation is in accordance with Nielsen's policies as may be indicated to client in writing from time to time. No officer or employee of Nielsen is authorized to give oral approval of any form of publication.

A.C. NIELSEN COMPARATIVE VIEWING STUDY

FEBRUARY 1978

	SPORTS				MOVIES & SYNDICATED				LOCAL PROGRAMMING			
	*QHS #	PROG%*	*VIEWING* AVG HH (000)	%	*QHS #	PROG%*	*VIEWING* AVG HH (000)	%	*QHS #	PROG%*	*VIEWING* AVG HH (000)	%
KBHK	48	3	2	1	1520	90	6	97	128	8	1	2
KHJ	67	3	14	7	1625	74	6	83	498	23	2	9
KMEX	121	8	1	7	1211	75	1	80	276	17	1	13
KSTW	65	3	1	1	1741	85	4	96	246	12	1	3
KTLA	62	3	17	4	1819	85	12	89	249	12	6	7
KTTV	6	0	8	0	1916	88	13	93	254	12	7	6
KTVT	24	1	33	2	1626	81	24	91	350	18	9	7
KTVU	35	2	29	3	1620	81	16	83	343	17	13	14
KTXL	56	3	7	2	1705	78	11	82	439	20	9	16
KWEX	72	6	1	5	960	81	1	79	156	13	2	16
WGN	30	1	13	1	1863	88	20	94	215	10	10	5
WKBS	61	4	5	4	1438	89	6	96	112	7	<<	
WNEW	38	2	12	1	1868	86	20	88	254	12	18	11
WNJU	65	6	<<		860	83	<<		106	10	0	0
WOR	257	12	30	16	1241	60	28	72	570	28	11	12
WPHL	50	3	7	3	1691	87	6	94	194	10	1	2
WPIX	24	1	5	0	1858	86	30	94	286	13	13	6
WRET	118	5	7	5	1914	87	8	93	156	7	2	2
WSBK	163	9	11	11	1535	84	9	88	134	7	1	1
WTAF	249	12	7	15	1684	84	6	84	65	3	1	1
WTCG	263	12	33	10	1905	86	41	90	40	2	7	0
WTOG	50	2	8	4	1889	89	5	94	180	8	1	2
WTTV	279	13	10	21	1220	58	7	65	612	29	3	14
WUAB	73	4	2	1	1807	88	10	97	181	9	3	3
CYCLE	2276	5	13	5	38516	82	13	88	6044	13	6	7

<< Below Minimum Audience Standards

A.C. NIELSEN COMPARATIVE VIEWING STUDY  
MAY 1978

	SPORTS				MOVIES & SYNDICATED				LOCAL PROGRAMMING			
	*QHS #	PRG% %	*VIEWING* AVG HH (000)	%	*QHS #	PRG% %	*VIEWING* AVG HH (000)	%	*QHS #	PRG% %	*VIEWING* AVG HH (000)	%
KBHK	108	6	5	7	1482	87	5	92	120	7	<<	
KHJ	86	4	9	6	1596	74	6	79	478	22	4	15
KMEX	116	7	1	8	1232	77	1	78	260	16	1	13
KSTW	16	1	<<		1687	84	3	92	298	15	2	8
KTLA	22	1	31	3	1848	86	10	89	277	13	6	7
KTTV	84	4	36	14	1822	85	10	82	230	11	4	4
KTVT	24	1	28	2	1612	82	21	92	325	17	7	6
KTVU	30	2	73	8	1416	72	13	66	522	27	14	26
KTXL	107	5	14	8	1604	74	8	72	451	21	8	20
KWEX	76	6	1	5	1054	80	1	84	188	14	1	11
WGN	185	9	38	20	1563	75	17	73	340	16	7	7
WKBS	20	1	14	4	1471	92	4	96	108	7	<<	
WNEW	8	0	21	0	1835	87	17	86	271	13	18	13
WNJU	77	8	<<		798	80	<<		122	12	<<	
WOR	409	20	42	38	1113	55	21	52	509	25	9	10
WPHL	210	11	16	34	1470	78	4	61	216	11	2	4
WPIX	194	9	69	25	1627	77	23	68	300	14	12	7
WRET	143	7	7	9	1870	88	6	89	110	5	2	2
WSBK	370	20	33	50	1242	68	9	46	211	12	5	4
WTAF	193	10	11	24	1759	87	4	75	73	4	1	1
WTCG	259	12	67	18	1869	86	42	81	36	2	15	1
WTGG	116	6	6	7	1831	88	5	92	136	7	1	1
WTTV	98	5	7	8	1342	68	5	77	534	27	2	15
WUAB	90	4	2	1	1786	87	9	96	173	8	2	3
CYCLE	3045	7	28	17	36929	80	11	76	6288	14	6	7

<< Below Minimum Audience Standards

A.C. NIELSEN COMPARATIVE VIEWING STUDY  
JULY 1978

	SPORTS				MOVIES & SYNDICATED				LOCAL PROGRAMMING			
	*QHS #	PROG %	*VIEWING* AVG HH (000)	%	*QHS #	PROG %	*VIEWING* AVG HH (000)	%	*QHS #	PROG %	*VIEWING* AVG HH (000)	%
KBHK	90	7	5	7	1050	84	5	90	108	9	2	4
KHJ	47	3	13	8	1224	74	5	82	373	23	2	10
KMEK	70	6	1	9	1029	82	<<		150	12	<<	
KSTW	25	2	1	1	1313	86	3	93	189	12	2	6
KTLA	30	2	47	8	1429	87	11	86	176	11	7	7
KTTV	87	5	23	13	1362	83	9	80	183	11	6	7
KTVT	24	2	23	2	1246	83	23	90	231	15	11	8
KTVU	43	3	49	9	1193	79	15	76	280	18	12	14
KTXL	67	4	7	3	1252	76	11	83	331	20	7	14
KWEX	60	6	1	2	849	81	3	86	144	14	2	12
WGN	243	15	34	31	1122	69	15	64	262	16	5	5
WKBS					1152	95	4	100	66	5	<<	
WNEW	22	1	9	1	1376	85	14	83	223	14	17	16
WNJU	36	5	<<		654	84	<<		90	12	<<	
WOR	242	15	50	39	901	58	18	52	419	27	7	10
WPHL	133	9	11	28	1172	80	3	68	153	10	1	4
WPIX	146	9	66	28	1258	78	18	65	217	13	12	8
WRET	28	5	2	2	461	88	4	95	36	7	1	2
WSBK	209	15	39	48	1074	77	8	52	113	8	1	1
WTAF	60	4	6	9	1303	86	3	89	158	10	<<	
WTCG	176	11	94	21	1423	87	44	78	40	2	15	1
WTOG	91	6	10	9	1378	86	7	89	133	8	1	1
WTTV	80	5	10	12	1018	64	5	73	504	31	2	15
WUAB	42	3	<<		1360	88	7	98	151	10	1	2
CYCLE	2051	6	32	17	27599	80	11	76	4730	14	5	7

<< Below Minimum Audience Standards

A.C. NIELSEN COMPARATIVE VIEWING STUDY  
JULY 1973

	SPORTS				MOVIES & SYNDICATED				LOCAL PROGRAMMING			
	*QHS #	PROG %	*VIEWING* AVG HH (000)	%	*QHS #	PROG %	*VIEWING* AVG HH (000)	%	*QHS #	PROG %	*VIEWING* AVG HH (000)	%
KBHK	90	7	5	7	1050	84	5	90	108	9	2	4
KHJ	47	3	13	8	1224	74	5	82	373	23	2	10
KMEY	70	6	1	9	1029	82	<<		150	12	<<	
KSTW	25	2	1	1	1313	86	3	93	189	12	2	6
KTLA	30	2	47	8	1429	87	11	86	176	11	7	7
KTTV	87	5	23	13	1362	83	9	80	183	11	6	7
KTVT	24	2	23	2	1246	83	23	90	231	15	11	8
KTVU	43	3	49	9	1193	79	15	76	280	18	12	14
KTXL	67	4	7	3	1252	76	11	83	331	20	7	14
KWEX	60	6	1	2	849	81	3	86	144	14	2	12
WGN	243	15	34	31	1122	69	15	64	262	16	5	5
WKBS					1152	95	4	100	66	5	<<	
WNEW	22	1	9	1	1376	85	14	83	223	14	17	16
WNJU	36	5	<<		654	84	<<		90	12	<<	
WOR	242	15	50	39	901	58	18	52	419	27	7	10
WPHL	133	9	11	28	1172	80	3	68	153	10	1	4
WPIX	146	9	66	28	1258	78	18	65	217	13	12	8
WRET	28	5	2	2	461	88	4	95	36	7	1	2
WSBK	209	15	39	48	1074	77	8	52	113	8	1	1
WTAF	60	4	6	9	1303	86	3	89	158	10	<<	
WTCG	176	11	94	21	1423	87	44	78	40	2	15	1
WTOG	91	6	10	9	1378	86	7	89	133	8	1	1
WTTV	80	5	10	12	1018	64	5	73	504	31	2	15
WUAB	42	3	<<		1360	88	7	98	151	10	1	2
CYCLE	2051	6	32	17	27599	80	11	76	4730	14	5	7

<< Below Minimum Audience Standards

A.C. NIELSEN COMPARATIVE VIEWING STUDY  
NOVEMBER 1978

	SPORTS				MOVIES & SYNDICATED				LOCAL PROGRAMMING			
	*QHS #	PROG %	*VIEWING* AVG HH (000)	%	*QHS #	PROG %	*VIEWING* AVG HH (000)	%	*QHS #	PROG %	*VIEWING* AVG HH (000)	%
KBHK	46	3	2	1	1654	92	6	99	89	5	<<	
KHJ	125	6	9	9	1599	76	6	83	391	18	2	8
KMEX	123	8	1	14	1352	85	1	77	114	7	1	9
KSTW					1745	89	4	96	221	11	1	4
KTLA	53	3	6	1	1780	85	12	87	259	12	11	11
KTFV	8	0	5	0	1846	88	12	91	246	12	9	9
KTVT	98	5	13	3	1443	74	22	86	401	21	10	11
KTVU	17	1	22	1	1573	79	15	81	398	20	13	18
KTXL	43	2	2	1	1770	83	8	90	310	15	5	10
KWEX	104	7	1	7	1104	79	1	85	184	13	1	8
WGN	58	3	15	2	1708	80	18	88	365	17	9	9
WKBS	53	3	8	6	1571	88	4	90	171	10	2	5
WNEW	14	1	16	1	1763	83	22	87	339	16	17	13
WNJU	64	6	<<		864	82	<<		128	12	<<	
WOR	217	11	31	15	1315	65	26	75	487	24	9	9
WPHL	58	3	6	4	1579	86	5	94	209	11	1	2
WPIX	36	2	12	1	1702	82	29	89	350	17	16	10
WRET	18	3	3	2	563	79	4	90	136	19	2	8
WSBK	129	7	18	12	1499	85	11	86	133	8	2	2
WTAF	129	6	6	11	1742	86	4	83	152	8	3	6
WTCG	166	8	56	7	1893	89	66	93	65	3	11	1
WTOG	16	1	9	2	1771	88	5	91	231	11	3	7
WTTV	148	7	6	8	1346	65	7	78	592	28	3	14
WUAB					1892	92	10	97	167	8	4	3
CYCLE	1723	4	15	5	37074	83	13	88	6138	14	7	7

<< Below Minimum Audience Standards

A.C. NIELSEN COMPARATIVE VIEWING STUDY  
4-CYCLE AVERAGE 1978

	SPORTS				MOVIES & SYNDICATED				LOCAL PROGRAMMING			
	*QHS #	PROG %	*VIEWING* AVG HH (000)	%	*QHS #	PROG %	*VIEWING* AVG HH (000)	%	*QHS #	PROG %	*VIEWING* AVG HH (000)	%
KBHK	292	5	4	4	5706	89	6	95	445	7	1	1
KHJ	325	4	10	8	6044	75	6	82	1740	21	3	11
KMEX	430	7	1	9	4824	80	1	79	800	13	1	12
KSTW	106	1	1	0	6486	86	4	95	954	13	1	5
KTLA	167	2	21	4	6876	86	11	88	961	12	7	8
KTTV	185	2	28	6	6946	86	11	87	913	11	7	7
KTVT	170	2	19	2	5927	80	22	90	1307	18	9	8
KTVU	125	2	46	5	5802	78	15	77	1543	21	13	18
KTXL	273	3	9	3	6331	78	10	81	1531	19	8	15
KWEX	312	6	1	4	3967	80	1	84	672	14	1	12
WGN	520	7	32	12	6256	79	18	81	1182	15	8	7
WKBS	134	2	8	4	5632	91	4	95	457	7	1	2
WNEW	82	1	13	1	6842	85	18	86	1087	14	17	13
WNJU	242	6	<<		3176	82	<<		446	12	<<	
WOR	1125	15	39	26	4570	60	24	64	1985	26	9	10
WPHL	451	6	12	16	5912	83	5	81	772	11	1	3
WPIX	400	5	59	12	6445	81	25	81	1153	14	14	8
WRET	307	6	6	6	4808	87	6	92	438	8	2	2
WSBK	871	13	28	32	5350	79	9	66	591	9	3	2
WTAF	631	8	8	16	6488	86	4	82	448	6	2	2
WTCG	864	11	60	13	7090	87	49	86	181	2	12	1
WTOG	273	3	8	6	6869	88	5	92	680	9	2	3
WTTV	605	8	8	13	4926	63	6	73	2242	29	2	14
WUAB	205	3	2	0	6845	89	9	97	672	9	3	3
CYCLE	9095	5	23	10	140118	81	12	83	23200	13	6	7

<< Below Minimum Audience Standards